



WGHP-TV

ORDER

Print Date 10/26/12 Page 1 of 4

Flight Dates 10/22/12-10/28/12

Contract / Revision 565983 /

Original Date / Revision
10/26/12 10/26/12

Advertiser McCrory/R/ NC Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product
MCCRORY FOR NC GOV

Agency Com 15%

Billing Contact
814 King Street
Suite 400
Alexandria, VA 22314Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # C22C28

Alt Order # 9763990

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ea

Priority 7

Advertiser Ref

- Revision

Order Share 26% Market Value 73250

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	21975
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	39%	28567
WXLV	5%	3662

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$16,188.25	\$19,045.00	0.00	10/01/12	10/28/12	59	\$16,188.25	\$19,045.00
Totals	59	\$16,188.25	\$19,045.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	10/22/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	MTWTF--	:30	4	\$80.00	7	0.00	NM	4	\$320.00
JUDY/JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	4		\$80.00	0.00							
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator Sa-Su 5-6p	CM-All	5-6p (5:00 PM-6:00 PM)	-----SS	:30	2	\$60.00	9	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----SS	2		\$60.00	0.00							

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator	CM-All	5-6p	-----SS	:30	2	\$60.00	9	0.00	NM	0	\$0.00
				Sa-Su 5-6p	(5:00 PM-6:00 PM)										
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----SS			2		\$60.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/28/12	Sa/Su 12N-6P Rotator		5-6p		(5:00 PM-6:00 P-----SaSu	:30		(\$60.00)		0.00	NM		
Credited															
2	8	10/22/12-10/28/12	Sa/Su 12N-6P Rotator		5-6p		(5:00 PM-6:00 P-----SaSu	:30		(\$60.00)		0.00	NM		
Credited															
3	8	10/22/12	10/26/12	M-F 5-6a	CM-All	5-6a	MTWTF--	:30	4	\$50.00	9	0.00	NM	4	\$200.00
				FOX 8 Morning News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$50.00		0.00				
4	8	10/22/12	10/26/12	M-F 8-9a	CM-All	8-9a	MTWTF--	:30	4	\$70.00	9	0.00	NM	4	\$280.00
				Fox 8 Morning News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$70.00		0.00				
5	8	10/22/12	10/26/12	M-F 9a-10a	CM-All	9a-10a	MTWTF--	:30	4	\$50.00	9	0.00	NM	4	\$200.00
				Fox 8 Morning News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$50.00		0.00				
6	8	10/27/12	10/28/12	EN (Sa-Su)	CM-All	6-7p	-----SS	:30	2	\$175.00	9	0.00	NM	0	\$0.00
				Weekend News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----SS			2		\$175.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/28/12	EN (Sa-Su)		6-7p		-----SaSu	:30		(\$175.00)		0.00	NM		
Credited															
2	8	10/22/12-10/28/12	EN (Sa-Su)		6-7p		-----SaSu	:30		(\$175.00)		0.00	NM		
Credited															
7	8	10/27/12	10/27/12	LN (Sa)	CM-All	10-11p	-----S-	:30	1	\$300.00	9	0.00	NM	1	\$300.00
				Late News Sa											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$300.00		0.00				
8	8	10/24/12	10/28/12	World Series	CM-All	730-1130p	--WT-SS	:30	3	\$700.00	9	0.00	NM	3	\$2,100.00
				World Series on FOX											
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WT-SS			3		\$700.00		0.00				
9	8	10/28/12	10/28/12	Home Team Game	CM-All	1-415p	-----S	:30	1	\$2,500.00	9	0.00	NM	1	\$2,500.00
				Panthers Football on FOX	(1:00 PM-4:15 PM)										
NFL-PANTHERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				
10	8	10/22/12	10/26/12	M-F 12-1230p	CM-All	12-1230p	MTWTF--	:30	3	\$50.00	7	0.00	NM	3	\$150.00
				Noon News											
NEWS															
ADDING SPOTS															

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	8	10/22/12	10/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	MTWTF--	:30	3	\$50.00	7	0.00	NM	3	\$150.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			3		\$50.00		0.00				
11	8	10/22/12	10/26/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	MTWTF--	:30	2	\$150.00	7	0.00	NM	2	\$300.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$150.00		0.00				
12	8	10/22/12	10/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	MTWTF--	:30	2	\$275.00	7	0.00	NM	2	\$550.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$275.00		0.00				
E 13	8	10/22/12	10/26/12	LN (M-F) Late News M-F	CM-All	10-11p	MTWTF--	:30	4	\$400.00	7	0.00	NM	2	\$800.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	8	10/22/12-10/28/12		LN (M-F)	10-11p		MTWThF----	:30	(\$400.00)		0.00	NM			
Credited															
4	8	10/22/12-10/28/12		LN (M-F)	10-11p		MTWThF----	:30	(\$400.00)		0.00	NM			
Credited															
14	8	10/28/12	10/28/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	1	\$350.00	7	0.00	NM	1	\$350.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$350.00		0.00				
15	8	10/22/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
ACCESS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$175.00		0.00				
16	8	10/22/12	10/26/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	MTWTF--	:30	4	\$160.00	7	0.00	NM	4	\$640.00
EXTRA				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$160.00		0.00				
17	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00	NM	1	\$2,500.00
NFL-PANTHERS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				
18	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00	NM	1	\$2,500.00
NFL-PANTHERS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				
19	8	10/27/12	10/27/12	ACC Football ACC Football	CM-All	1230-4p (12:30 PM-3:30 PM)	-----S-	:30	1	\$275.00	7	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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